

# TOWN OF HERNDON

*Enriching the Quality of Life and Promoting a Sense of Community*



## NEWS RELEASE

FOR IMMEDIATE RELEASE

Press Contact: Anne Curtis  
703/435-6800 X2010  
[anne.curtis@herndon-va.gov](mailto:anne.curtis@herndon-va.gov)

### NEW BROCHURE PROMOTES HERNDON CENTENNIAL GOLF COURSE

Herndon, VA (April 18, 2007) – A new full-color brochure has been developed to promote the Herndon Centennial Golf Course as one of the Washington, DC metropolitan area's premier golf courses.

Touting the course's landscaped holes, practice facilities, clubhouse, golf instruction, specials and corporate entertaining, the brochure will be distributed via area hotels as well as through the Herndon Dulles Visitor's Center, the Herndon Municipal Center, the Herndon Community Center and other public spaces.

"The Herndon Centennial Golf Course is consistently recognized as one of *Golf Digest's* 'Places to Play,'" said Gene Fleming, director of Golf for the Town of Herndon. "This brochure will be a key marketing tool in our strategy to elevate the course as an affordable, accessible, top quality golf experience for residents and visitors alike."

The Herndon Centennial Golf Course is operated by the Town of Herndon as an enterprise fund, whereby users' fees – not real estate taxes – support operational and maintenance expenditures. The par 71 championship course was designed by Ault, Clark &

Associates and has played host to several USGA Public Link Sectional qualifiers, Virginia State Golf Association tournaments and MAPGA Titleist Junior Tour events.

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3<sup>rd</sup> largest town in the Commonwealth and is home to more than 23,000 citizens. Businesses located within the Town of Herndon, which range from high tech enterprises to entrepreneurially-owned establishments, employ approximately 23,500 people. In 2006, Herndon was named one of the “best affordable suburbs” in the nation by *Business Week* Magazine.

For more information, visit the Town’s website at [www.herndon-va.gov](http://www.herndon-va.gov).

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